

### REMARKS

Pending claims 2 and 3 have been cancelled and replaced by new claims 4 and 5. Reconsideration of the present claims is respectfully requested.

Prior claims 2 and 3 were finally rejected under 35 U.S.C. § 102(b) as being anticipated by Smith GB22210760. Applicant respectfully submits that new claims 4 and 5 overcome this rejection.

As will be noted, claims 4 and 5 require the flange retaining members 16 to be secured in fixed, spaced locations along the hollow central rod member 14. This arrangement permits the reels to be readily retained in secure display position and easily mounted on and removed from the display apparatus while the central rod being hollow reduces the weight of the display apparatus, making for easier transport. By contrast, in the Smith patent, the holding rings R are specified to be loosely mounted on a solid wooden pole P. (Page 1, ¶¶ 3-4)

While Smith claims that his loose-ringed construction permits one-hand insertion and removal, it will be appreciated that such loose-ring arrangement makes insertion and removal of the reels difficult. In fact, the free movement of the loose-hanging rings, particularly when attempting to mount the reels, would make one-hand mounting virtually impossible.

In applicant's display device, the flange mounting members, being fixed in place, permit ready one-handed insertion and removal of the reels. Moreover, movement of the empty display device of the present invention from one location to another can be readily accomplished without concern that one or more of the mounting members have become dislodged from the central support rod in the process.

In the Smith arrangement, the rings R being loose on the wooden pole P can, when empty, be easily dislodged from the pole in transport from place to place, especially if the pole P is tipped vertically downward in transport.

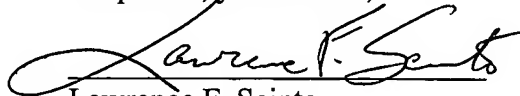
Therefore, it is respectfully submitted that the presently claimed invention is not disclosed or suggested by the art of record, whether taken alone or together. Accordingly, it is respectfully requested that the claims be allowed and the case passed to issue.

This Amendment After Final Action is believed to place this application in condition for allowance and, therefore its entry is believed proper under 37 C.F.R. § 1.116. Accordingly, entry of this Amendment After Final Action, as an earnest effort to advance prosecution and reduce the number of issues, is respectfully requested. Should the Examiner believe that issues remain outstanding, it is respectfully requested that the Examiner contact Applicant's undersigned attorney in an effort to resolve such issues and advance the case to issue.

#### CONCLUSION

Applicant's undersigned attorney may be reached in our New York office by telephone at (212) 218-2100. All correspondence should continue to be directed to our address listed below.

Respectfully submitted,



Lawrence F. Scinto  
Attorney for Applicant  
Registration No. 18,973

FITZPATRICK, CELLA, HARPER & SCINTO  
30 Rockefeller Plaza  
New York, NY 10112-3801  
Facsimile: (212) 218-2200